

PRESS RELEASE

HELP CUT CAR CRIME AND FIT ANTI-THEFT NUMBER PLATES

A top police officer, who is leading the fight against vehicle crime, says more motorists should consider fitting theft-resistant number plates to their cars in a bid to thwart thieves.

Superintendent John Wake, head of ACPO's Vehicle Crime Intelligence Service, endorses the concept of anti-theft plates such as SecurePlate, made by Hills, the UK's largest number plate manufacturer, whose headquarters are based in Birmingham.

SecurePlate is the first number plate to meet the DVLA's rigorous theft-resistant standards and is specially designed to break into pieces, ensuring it cannot be used on any other vehicle.

The fleet of cars used by the Coventry-based Vehicle Crime Intelligence Service has been fitted with SecurePlate in order to highlight how motorists can protect themselves against the growing problem of number plate theft. According to Government figures, 33,000 plates were stolen in 2004 and used by criminals for a variety of offences such as disguising stolen vehicles and evading payment for fuel at garage forecourts.

"I am happy to endorse the concept of the SecurePlate product as a way forward in combating number plate theft and it is my intention to ensure that police forces throughout the country are made fully aware of this new design which meets the DVLA standard," commented Supt Wake.

"It is a very simple and cost-effective process that has long-term benefits for car owners. It is beneficial not only for the duration that you own the vehicle, but also has added value when you sell it on," he added.

Michael Cordell, managing director of Hills Numberplates, says around 150 car dealerships in the UK, including groups covering all major manufacturers, are able to fit SecurePlate at their outlets. He anticipates sales of SecurePlate will reach 10% of the company's turnover this year as the number of distributors continues to grow.

SecurePlate, certified by Sold Secure, the non-profit-making company which independently tests crime prevention products, has been specially developed using patented technology to meet the DVLA's standard for theft-resistant number plates.

Further information on SecurePlate suppliers and full product details can be found online at www.secureplate.com or call 0121 623 8106.